

# State of Maine Building Eastern States Exposition

## 2015 Annual Exhibitor Guidelines and Application

### *The Invitation*

The Maine Department of Agriculture, Conservation and Forestry (MDACF) invites and encourages in accordance with the State of Maine building mission, all interested Maine organizations, associations, and businesses to apply for the purpose of exhibiting Maine's products and resources in the areas of agriculture, commerce, culture, food, fisheries, forests, wildlife, recreation and tourism in the State of Maine Building at the 17 day Eastern States Exposition (The Big E) located in West Springfield, Massachusetts. The dates for the 2015 Big E are:

**September 18- October 4,**  
**2015**

### *Application Process*

The following outlines the selection and assignment of exhibitors in the State of Maine building and the application process, in effective for 2015. This process attempts to provide a fair and transparent process for all potential exhibitors applying for exhibiting opportunity in the State of Maine building.

The deadline for return of this application is:

**February 7th, 2015 (Firm)**

### Application for Exhibit Space

Any party interested in exhibiting shall make application by the following application questions. Applicants should be very specific and provide as much detail and example as possible in order to accurately describe the items they wish to sell or display.

*The fully completed 2015 application and support materials will be received at our office until 2 p.m. on Friday, February 7th, 2015 for consideration.*

Six (6) copies plus (1) signed original must be mailed to MDACF as follows:

**Maine Department of Agriculture,  
Conservation and Forestry  
Attn: Samantha Howard, Building Manager  
State House Station #28  
Augusta, ME 04333-0028**

**Faxes will NOT be accepted** and applications must be received by MDACF on or before 2:00 p.m. on Friday, February 7th, 2015.

Applications will not be deemed complete unless accompanied by a **\$100 deposit** (including government agencies) made payable to **Treasurer, State of Maine**. The deposit will be refundable to applicants who are not selected to exhibit in the Maine Building, and will apply towards final balance for those selected to exhibit.

### Selection of Exhibitors

Exhibit space is limited in the building to typically nineteen (19) indoor exhibits with additional limited outdoor space. All applications that are received will be reviewed by the MDACF. Applicants who have not exhibited previously will be reviewed by a selection committee. This process may involve an interview process, including up to presenting intended material for sale. The selection committee recommends to the Commissioner of Agriculture, Conservation and Forestry those exhibitors' which achieved the highest score based on the required score criteria, and the selection is determined based on score of those that best meet the goals of the building. This selection committee is comprised of outside individuals who share an interest and commitment in promoting the State of

Maine at the Big E. MDACF will make the final decision on all applicants and booth placement in the building.

In accordance with the mission of the Building, an effort is made to maintain a balance of exhibits featuring Maine grown or produced food products along with exhibits featuring informational displays, hard goods and/or other Maine products or services. A blend of non-profit and for-profit entities will be selected to occupy the exhibit areas. **MDACF will not accept any exhibitor who will be exhibiting in any other location on the ESE Fairgrounds during the Big E.**

Exhibitor Applicant Criteria:

1. Food products, hard goods and other information or services must be local (i.e., grown, crafted, manufactured or significantly altered, available, or conducted in Maine). The sale of alcohol will be prohibited.
2. Products, hard goods and other information or services (other than food products) sold in the Building must be available commercially on a regular basis (i.e. year-round availability, not just during the Big E).
3. Signs/banners must be professional, attractively displayed and pre-approved by the Building Manager. **All signs/banners will only be displayed in booth area. No additional signage will be allowed outside of booth.**
4. Exhibitors must enter into a Contract for Exhibit Space with MDACF.
5. Booth space is for the entire seventeen (17) day fair, unless special arrangements have been made beforehand with the Building Manager.
6. Leasing and/or sub-leasing any or part of booth area without approval of the Building Manager is prohibited.
7. Exhibitors may not exhibit in any other location on the Big E Fairgrounds other than the Maine Building during the Big E.
8. Products, hard goods and other information and services must maintain inventory throughout all operating hours of the entire seventeen (17) day fair.

9. Exhibitors must provide staffing during all operating hours of the entire seventeen (17) day fair.
10. Exhibitors are prohibited from smoking on Maine Building grounds. This includes the building and the grass area surrounding the building.

Scoring of Applicants:

Scoring will be completed by the annual review committee and will be based solely on the submitted application and supplemental materials. Applications which have been received on time and meet the criteria for consideration will be scored according to the following criteria:

**Maine Made** ~35%/35 pts.  
Exhibitor positively represents local goods or services (must be local i.e. grown, available, conducted in Maine; any organization not located in Maine must receive a zero)

**Service/Results/Quality** ~25%/25 pts.  
Exhibitor provides a positive experience with the State of Maine by offering the best customer service and quality possible, and meets expectations by achieving results. This should be reflected in the application and through 2 peer-submitted letters of recommendations regarding customer service, quality and experiences meeting expectations.

**Publicizing/Advertising** ~20%/20 pts.  
Proposed Exhibitor booth design and plan would positively publicize and advertise Maine's products and resources in areas of agriculture, commerce, culture, food, fisheries, forests, wildlife, recreation and tourism.

**Operations Management** ~20%/20 pts.  
Exhibitors' ability to meet all operation requirements including: staffing, maintaining inventory, handling large volume of sales, demonstrations or sampling, and any relevant health and licensing requirements.

Exhibitor Fee Schedule:

Exhibit space will be charged at a rate of \$20 per square foot for indoor space and \$6 per square foot for outdoor space. Square footage is calculated based on size of exhibit space needed, as well as

any other space need for preparation, storage or service. Please refer to the tentative building layout at the end of the application for examples of exhibit space pricing.

Payments will be broken down into three installments as follows:

- 25% of total exhibit fee due, less \$100 application deposit, along with receipt of Contract for Exhibit Space due by April 10<sup>th</sup>, 2015.
- 50% the total exhibit fee due July 24, 2015
- 25% remaining payment due August 21, 2015

Note: Booth space that has not been paid in full by the August 21st deadline will be assessed a \$100 late fee. Exhibitors not in compliance may have their application denied the following year.

#### Notification to Applicants:

Applicants will be notified by written notification of action on their application after committee review and approval by MDACF which will be sent on or before Friday, February 27, 2015.

#### Contract for Exhibit Space:

Each selected exhibitor will be sent an exhibitor agreement form which must be returned and signed by both MDACF and the exhibitor by April 10, 2015. A payment in the amount of 25% of the contracted exhibit rental charge is due with the return of this agreement. Payments will NOT be refundable after contract has been signed.

#### Insurance Requirements:

Proof of insurance must be provided as follows: General liability coverage in excess of \$400,000 and Workers Compensation Coverage. These proofs of insurance must be provided to the Maine Department of Agriculture, Conservation and Forestry no later than August 21, 2015.

#### Performance Reports:

Opportunity for feedback is offered during the post-fair exhibitor meeting. In addition an annual performance report will be provided to contracted exhibitors post conclusion of fair by the end of the calendar year. This will include comments submitted by members of the applicable review

committee who will visit the exhibitors' booth once during the fair operating hours. The submitted reports will be shared with exhibitors on how they met their submitted plan and expectations.

#### ***Additional Information***

State of Maine Building operation hours during the Big E are 10:00 a.m. until 9:00 p.m. daily. It is a requirement that all exhibits **must be** staffed and operational at all times the building is open. Failure to meet staffing and operation obligations will result in automatic denial of application the following year.

*New* booth managers must attend a mandatory meeting in July which will take place in Augusta, ME. A written notice will be sent to each exhibitor prior to the meeting. In the event that it is impossible for the new manager to attend, he or she must send a representative to the meeting. Those managers who have exhibited previously have the option attend this meeting either in person or by teleconference unless new material is being covered. *The Building Manager reserves the right to call one meeting that is required by all exhibitors.*

Exhibitor will be required to sign a copy of the "Operating Rules for Exhibiting in the State of Maine Building" and provide a detailed list of staff members and schedules prior to being issued any admission or parking passes.

Access to the building for set-up will be:

Monday, September 14	12:00 noon – 6:00 p.m.
Tuesday, September 15	8:00 a.m. – 6:00 p.m.
Wednesday, September 16	8:00 a.m. – 8:00 p.m.
Thursday, September 17	8:00 a.m. – 8:00 p.m.

All signs, including those indicating prices, must be neat and professionally prepared. Handwritten signs must be approved by the Building Manager prior to the show set-up.

MDACF reserves the right to remove an exhibitor from the Building **at any time** in the event that an exhibitor fails to comply with the provisions of the 2015 Annual Exhibitor Guidelines and Application and subsequent contract. Any questions about information contained in this packet should be directed:

Maine Department of Agriculture,  
Conservation and Forestry  
Agricultural Resource Development Division  
Samantha Howard, Building Manager  
State House Station #28  
Augusta, ME 04333-0028  
Samantha.Howard@maine.gov/Phone: (207)287-7620

## 2015 State of Maine Exhibitor Application Form

Business/Association Name: _____
Contact Name: _____
Booth/Site Manager Name (If Different From Contact): _____
Address: _____
Business/Tax #: _____ or Tax Exempt #: _____
Contact Telephone Number(s): _____ Fax: _____
Site Manager Cell Phone: _____ E-Mail: _____
Website: _____

1. Are you a new applicant or returning exhibitor? If returning, how many times have you exhibited in the State of Maine building?
2. Please indicated below what utilities or amenities you will require:  
\_\_\_\_\_ Water/Plumbing  
\_\_\_\_\_ Electricity - **List Appliances:**  
\_\_\_\_\_ Phone Hook-Up (optional and at your own expense)  
\_\_\_\_\_ Wireless Internet (limited usage and at your own expense)  
\_\_\_\_\_ Rental Items (At own expense, ex: table, chairs, pipe and drape etc.) – **List:**  
\_\_\_\_\_ Other Needs:
3. What is the amount of space you are requesting for your booth? Please refer to tentative floor plan for suggested space configurations.
4. Besides space in your booth, what refrigeration, storage, or set up space might you require:  
\_\_\_\_\_ Refrigeration approximate square footage (*Will be at your own expense*)  
\_\_\_\_\_ Storage approximate square footage (*Based on availability and may have costs*)  
\_\_\_\_\_ Set up approximate square footage (*Based on availability and may have costs*)
5. Describe in detail the type of merchandise to be offered, including a detailed list with description of the individual items including retail price. Samples, or photos of each product offered are required as part of this application and only items described will be allowed for sale in your booth.
6. Are the products listed in question 5 made in Maine?
  - a. If yes, please explain where they are made:
  - b. If no, please explain the extent of processing or adding of value that occurs within the State of Maine.
  - c. What is the location source of the components or raw materials comprising the final retail product (If not from Maine, should at least be from the United States)?
7. How do you plan to handle sales during the Big E (cash, credit card, check, etc.)?
8. How many people does your company employ year round? # of Full Time:        # of Part Time:
9. Please indicate how you will provide the necessary staffing levels for the entire 17 days of the fair. Include who will be staffing your exhibit (yourself, Maine residents, volunteers, etc.) and the anticipated staffing level coverage for your exhibit throughout all hours. Please provide staffing charts, diagrams or matrix's to outline your staffing requirements/commitments.

10. Do you plan to offer any demonstrations or samples at your exhibit space? If so, please explain.
11. List other retail/consumer exhibits that you have participated in and please indicate if they were juried shows.
12. Explain your ability to produce the amount of inventory that will be necessary to service the anticipated large volume of sales that will be generated during this event.
13. Please describe the design of your exhibit. (Please submit layout diagrams or photos.) Please describe briefly the materials to be used in the construction of your display.
14. Describe your organizations mission and how you plan to convey this mission in the building, including any publicizing or promotion activities you plan to do if selected:
15. Describe how your exhibit would contribute to the overall effort of the State of Maine to incorporate agriculture, commerce, culture, food, fisheries, forests, wildlife, recreation and tourism into the building:
16. Describe how your booth would contribute to the overall effort to present a quality exhibit featuring the best of Maine’s resources. Please also address your ability to effectively represent the broader industry group (e.g. does a product provide a favorable image for other Maine products in that category/industry and for the State of Maine?).
17. Is your product or service available year round? If so where is it located?

**Support Materials Required:**

- **Please submit along with this application any relevant product samples, photographs, diagrams or promotional materials to aid the review committee in understanding your product or services. Samples will be returned to applicants.**
- **New applicants will need to provide 2 letters of recommendation from peers who can speak on to your show experience related to service and quality.**

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the scoring of the review committee and decision of the MDACF will be based upon the content of this application. I understand any proposed changes to this application after submission to MDACF are subject to review before being approved.

Applicant agrees to the above statements and to all provisions in the above “2015 Annual Exhibitor Guidelines and Application”.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business/Association Name: \_\_\_\_\_

<i>Office Use Only:</i>			
Date & Time Received:		Samples:	Y N
Supplemental Materials Included:	Y N	Deposit:	Y N

Please return application and supplemental materials by **February 7th, 2015 (firm)** to:

Maine Department of Agriculture,  
Conservation and Forestry  
Agricultural Resource Development Division  
Samantha Howard, Building Manager  
State House Station #28  
Augusta, ME 04333-0028

Upcoming Important Dates for State of Maine Big E Exhibitor Applicants

Application Release Date.....Monday, January 5th, 2015

New Exhibitor Information Session\*.....Wednesday, January 21st, 2015  
*(\* Advance Reservation Required – call 207-287-3494)*

Application and Applicant Deposit Due.....Friday, February 7th, 2015 by 2 P.M.

Announcement of 2015 Exhibitors.....Friday, February 27th, 2015

Exhibitor Contract and 25% Deposit Due.....Friday, April 10th, 2015

Thank you for your interest in the  
2015 State of Maine Building at the Big E!

